Policy Source: Gwinnett Tech	Owner: Executive Director of Communications	Effective: March 2024
Division: Communications		Reviewed: 1/2026 Revised: 2/2026

GT 9.2.3 Signage and Flyer Standards

By adhering to these policies, the College can better utilize the available digital display options, allowing everyone to be represented and publicize their events and/or activities on and around campus. If the event is exclusive or closed to the public, there is no need to use marquee signage. **ALL** requests must be submitted via the Project Request Form.

Flyers, Posters, and Banners

- Flyer posting is impermissible on sidewalks, streets, building exteriors, benches, light poles, bike racks, windows, doors, landscaping, or other unapproved surfaces and spaces.
- Marketing/Communications and Facilities may remove flyers that do not refer to dated events weekly, have been stamped and approved by Communications or Student Life, and/or are missing our equal opportunity institution statement. Flyers that refer to dated events will be removed after the relevant event date passes by the party hosting the event. Communications and/or Facilities may also remove flyers on occasions when preparing major university events or subsequent space reservations, regardless of date or preapproval, and without prior notice.
- Banners and flyers hung in reserved outdoor spaces will be permitted to remain in place without a reservation if that space is not reserved for use during the same period. If reserved, any unsanctioned banners will be removed.
- Banners must be hung without harming college property, including elements of the natural landscape such as trees and shrubs, and without impeding the movement of campus services.
- All posters and flyers must be in good taste. Poor taste includes but is not limited to sexually explicit pictures or photographs of any persons without clothing; statements, symbols, depictions, or references to alcohol or drugs (e.g., pictures of beer, kegs, beer steins, or the acronym "BYOB"); foul language; and any other offensive or vulgar material. The Marketing and Communications Department determines the definition of "poor taste" at its discretion.

Department Approvers

- The Student Life Office must approve and stamp all posters and flyers prepared by students and student organizations before posting occurs on campus.
- Marketing and Communications must approve and stamp all posters and flyers requested by faculty and staff before posting occurs on campus.

Hanging Guidelines

- Only one poster or flyer for any event is allowed on each bulletin board.
- Posters and flyers may not be placed on top of any existing materials on the College's bulletin boards or walls.
- Clear scotch tape is the preferred means of adhering posters or flyers to public bulletin boards, and magnets are preferred when such bulletin boards are magnetic.
- Permanent adhesives are strictly **prohibited** to prevent property damage.
- Posters and flyers are not permitted in the following locations at any time:
    - Building Doors
    - Bathroom partitions and mirrors
    - Windows
    - Light or electrical fixtures, including outdoor light poles
    - Fire alarm boxes and emergency equipment
    - Campus directories
    - Trash receptacles
    - Elevators
    - Interior and Exterior walls
    - Other locations deemed inappropriate by Facilities or Marketing/Communications
- The posting organization, department, or individual is responsible for removing all posters and flyers within 24 hours of the conclusion of the publicized event.

Exempted from these guidelines

- Any communication approved by the Campus Police and/or GBIT
- Any communication related to campus closure

Approved Locations

Gwinnett Tech Happenings Boards:

Building A:

- Hallway 800 (next to the Bookstore)
- Library Lobby (across from room 506)
- Student Lounge (Room 112)

Building B:

- Vending area (first floor)

Building C

- First floor (near Cath Lab)
- Second floor (across from elevator)

- Third floor (next to dental assisting)

Building D

- Hallway (leading to bays)

Building H

- 100 Hallway
- 200 Hallway

Building G

- First floor (beside elevator)
- Second Floor (outside Foundation Office)

Building E

- First floor lobby
- Third floor

Alpharetta North Fulton

- **Building A**
  - Second floor (two on the back hallway and at the front window)
  - Third floor (two on the back hallway)

Internal Digital Displays (TV monitors):

Marketing and Communications maintains the internal campus monitors on both campuses. Advertising club meetings and events is encouraged on these monitors rather than with flyers. Advertisements will run two weeks before an event or meeting and are removed immediately after the event/meeting.

What to post:

- Important dates and deadlines
- Campus events
- Crisis Management (Weather delays, Campus Closings)
- Academic Announcements
- Business Partners
- Faculty/Staff/Student Achievements (ex. Graduations, GOAL, Perkins, EAGLE)

Run Time:

- An item can be displayed for a maximum of two weeks.
- Items submitted for an event less than three days away will not be approved for display.
- No more than one item can be submitted for a single event.
- Depending on the content displayed, longer run times may be available with approval.

Marquee: (South Entrance)

What to post:

- Community Info
- Open to the public campus-wide events (Preview Days, Plant Sales, Pie Sales, etc.)
- Program Promotion
- Crisis Management (Weather delays, Campus Closings)
- Faculty/Staff/Student Achievements (ex. Graduations, GOAL, Perkins, EAGLE)
- Business Partners

Run Time:

- An item will be displayed for a maximum of two weeks.
- Items submitted for an event less than three days away will not be approved for display.
- No more than two items can be submitted for a single event.
- Longer run times may be available with approval, depending on the content currently displayed.

SharePoint:

The College's Employee Intranet (SharePoint) is an internal network that provides Gwinnett Tech faculty and staff with access to documents, forms, tools, and other resources. Each department has an appointed administrator to manage assigned pages. To have information posted on the homepage or if you need assistance, please contact Communications at Communication@GwinnettTech.edu.

General Guidelines

- Any commercial posted on college property in an unapproved area without approval by Marketing/Communications or a Student Life stamp will be immediately removed.
- Any commercial speech must not have the immediate or potential impact of disrupting classroom or general campus life.
- Solicitors must not obstruct vehicular, bicycle, pedestrian, or other traffic.
- Solicitors must not obstruct entrances or exits to buildings or driveways or impede entry or exit from any building, parking lot, or vehicular path.
- The College's name, marks, logos, insignias, seals, colors, designs, and symbols will not be used in advertising without the permission of Marketing and Communications.
- Product or service sales are prohibited on College property without the College's prior, express, and written permission.
- The College reserves the right to enter into an agreement with commercial concerns supporting college events and services. Co-sponsored activities will be considered official college functions and will not be subject to the above restrictions.
- Any person who observes inappropriate activity relevant to this procedure should report it to the Office of Campus Safety and Security for follow-up.
- All approved requests must adhere to all other College policies and procedures.

If you have any questions or concerns about Gwinnett Tech's posting policy, please contact the Communications Office Communication@GwinnettTech.edu.

*Note that an individual's counter-speech may not deface or materially change the meaning of another community member's previous expression of speech. These policies apply to all individuals and groups of Gwinnett Tech.